


# MEMO

**DATE:** February 10, 2006

**TO:** Administration Committee  
Regional Council

**FROM:** Lambertus H. Becker, CFO (213) 236-1804  
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**SUBJECT:** Contracts and Purchase Orders between \$5,000 - \$250,000

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## SUMMARY:

### SCAG executed the following Contract(s) between \$5,000 and \$250,000

- Freedman Tung & Bottomley \$70,824.00
- PSOMAS \$44,216.55

### SCAG executed the following Purchase Orders between \$5,000 and \$250,000

- Hummingbird \$13,586.41  
Support & Maintenance – PC Docs  
Funding Source: Indirect Overhead
- Dell Marketing \$ 6,069.97  
VOIP Exchange Server for New Phone System  
Funding Source: Indirect Overhead
- Marina Graphic Center, Inc. \$ 7,719.31  
Printing of Legislative Reference Guide  
Funding Source: Indirect Overhead
- Typecraft Wood and Jones, Inc. \$11,141.09  
Printing of SCAG Envelopes & Booklet Envelopes  
Funding Source: Indirect Overhead



## **CONSULTANT CONTRACT**

**Consultant:**

Freedman Tung & Bottomley

**Scope:**

The Westside Cities Council of Government (COG) is planning a symposium for Spring 2006 to engage Westside decision makers and stakeholders in the exploration of a "grand boulevards" concept to address growth pressures and congestion on the Westside. The COG is looking for a knowledgeable, creative urban design consultant to work with the COG to develop and produce technical background materials for the symposium, assist the Westside Cities in shaping the program, identify appropriate speakers/resources, create tool kits for the general public, prepare outreach materials and document symposium outcomes.

In 2003, the Westside Cities of Beverly Hills, Culver City, Santa Monica and West Hollywood funded and approved the Westside Mobility Study. The Mobility Study presents a multi-jurisdictional approach to identifying and meeting regional transportation needs. One of the study's Significant Transportation Improvements pointed to the importance of "grand boulevards": multi-modal transportation corridors that are lined with concentrated supportive land uses. As several of the cities are in the process of updating Land Use and Transportation Elements of their General Plans, which may be followed by zoning revisions, the information and understanding generated by the development and execution of this symposium can provide valued and timely input.

The Westside Cities are seeking to take to fruition this next step and outline options for Grand Boulevards as partially defined in the Mobility Study. The project should also reflect the goals of the Growth Visioning COMPASS project (improve mobility, foster livability, enable prosperity, and promote sustainability), and particularly the "Arterials Strategy" of the June 2004 Growth Vision Report: "To reduce congestion on key streets...so they are designed to be safe and convenient for pedestrians as well as cars, to promote a pedestrian friendly pattern of land uses, and encourage alternative modes of travel." An exploration and demonstration of the extent to which growth can be located along transportation corridors in such a way as to reduce traffic impacts is critical to gaining public acceptance of these concepts when updating land use policies.

As a powerful tool for engaging invited decision makers and stakeholders in the above issues, the Westside Cities intends to create and host a "Grand Boulevards" Symposium to inform the audience and outline potential options, with a particular focus on utilization of the Boulevards as a tool for cities that are largely built out and have existing transportation systems. Leading-edge practitioners and

researchers will be featured and facilitate the development of a foundation for a multi-jurisdictional approach to integrate land-use and transportation on the Westside that is seamlessly connected locally and regionally.

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$70,824</b>
	Freedman Tung & Bottomley (prime)	\$60,054
	Ikkanda Design Group (subcontractor)	\$10,770

**Contract Period:** March 1, 2006 through December 31, 2006

<b>Work Element:</b>	06-065.WSTC1	\$30,824	Funding Sources: Consolidated Planning Grant – FTA
	XX-XXX.XXXX	\$40,000	Funding Source: Consolidated Planning Grant – subject to approval of SCAG’s FY 06-07 budget

**Request for Proposal:** SCAG staff mailed postcards to 127 pre-qualified firms on SCAG’s bidders list to notify them of the release of RFP No. 06-041. The RFP was also posted on SCAG’s bid management system. The following two proposals were received in response to the solicitation:

Freedman Tung & Botttomley (1 subcontractor)	\$70,824
Pacific Municipal Consultants (2 subcontractors)	\$69,927

**Selection Process:** The Proposal Review Committee (PRC) evaluated one proposal in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. An interview was held with one qualified offeror, Freedman Tung & Botttomley. The other offeror, Pacific Municipal Consultants, was disqualified due to Disadvantaged Business Enterprise (DBE) requirements not being met.

The PRC was comprised of the following individuals:

Audrey Arlington, Principal Planner, City of Beverly Hills  
 Liz Bar-, Senior Planner, City of Santa Monica  
 Diana Chang, Management Analyst, Culver City  
 Simon Choi, Senior Regional Planner, SCAG  
 Francie Stefan, Senior Planner, City of West Hollywood  
 David Sosa, Chief, Regional Planning Branch, Caltrans District - 07.

**Basis for Selection:**

The PRC Committee recommends Freedman Tung & Bottomley for the contract award due to the firm's strong technical qualifications to fulfill the requirements of the project.

Freedman Tung & Bottomley showed the capability to perform the work in an efficient and flexible manner. Freedman Tung & Bottomley are willing and able to meet the highly demanding requirements of this project within a limited budget and timeframe.

Freedman Tung & Bottomley demonstrated a wealth of experience with similar projects of designing for and revitalizing major arterials as well as in doing research and developing symposia, talks, and conferences. Freedman Tung & Bottomley was viewed as very responsive and committed to the requirements in the Scope of Work.

## **CONSULTANT CONTRACT**

**Consultant:**

PSOMAS

**Scope:**

The purpose of this project is to provide Western Riverside Council of Governments (WRCOG) and SCAG with data of potential infill sites for mixed use development within the WRCOG subregion as part of SCAG's Growth Visioning project.

WRCOG has prepared a number of growth visioning related studies over the last three years, which has supported SCAG's Compass 2% Strategy implementation plan. These studies include: Smart Growth: case study Western Riverside County; Workers Ahead: The Balance between Jobs and Housing in Western Riverside County; Homes for Californians – Western Riverside County, A Mixed use Development Video and participated in Inter-regional job housing balance projects with both Orange and San Diego Counties. This project can be a key element in preparing implementation strategies for a more balanced and smarter urban growth pattern. It should be consistent with SCAG'S Compass 2% vision and its assessment of infill development opportunities.

The consultant will provide professional services in support of land use, existing conditions data and analysis to support the implementation of regional planning goals and the promotion of smart growth objectives.

The consultant will conduct a study to develop a methodology that can be applied to a parcel based GIS analysis that will identify areas for infill development. This study can be use to support regional planning objectives and goals.

The consultant will collect necessary data to modify and run models that will aid in the identification of parcels for potential infill development. The model will be used to identify, for example; potential density of housing, floor-area-ratio of commercial buildings, or types of mixed use development that could be estimated under various scenarios.

Working with local planners, the consultant will perform a windshield survey using GIS filed maps to collect further information about the parcels. This windshield survey would give a percentage of verified infill parcels that could be applied to the entire list of selected parcels.

The consultant will coordinate with local jurisdictions planning staff to refine what parcels are candidates for infill development and to present their findings to the appropriate committees. They will further refine the results based on the committees' recommendation.

The final results will be used for SCAG Growth Visioning project.

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$44,216.55</b>
	PSOMAS (prime)	\$19,016.55
	Stanley R. Hoffman & Associates (subcontractor)	\$25,200.00

**Contract Period:** February 1, 2006 through November 30, 2006

<b>Work Element:</b>	06-050.WRCC1	\$12,216.55	Funding Source: Consolidated Planning Grant – FTA
	XX-XXX.XXXX	\$32,000.00	Funding Source: Consolidated Planning Grant – subject to approval of SCAG's FY 06-07 budget

**Request for Proposal:** SCAG staff mailed postcards to 350 pre-qualified firms on SCAG's bidders list to notify them of the release of RFP No. 06-040. The RFP was also advertised on Lawley Publications' website, the Planning Magazine's website, and posted on SCAG's bid management system. The following four proposals were received in response to the solicitation:

EnviroMINE, Inc (no subcontractor)	\$42,000.00
IBI Group (1 subcontractor)	\$44,000.00
PSOMAS. (1 subcontractor)	\$44,216.55
UCLA (1 subcontractor)	\$43,200.00

**Selection Process:** The Proposal Review Committee (PRC) evaluated all four proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with three of the four offerors.

The PRC was comprised of the following individuals:

Kevin Viera, Program Manager, WRCOG  
David Sosa, Chief, Caltrans Dist. 7  
JiHong McDermott, Senior Regional Planner, SCAG

The PRC selected to interview the top three consultants after review of all the proposals. The proposal from EnviroMINE was eliminated. EnviroMINE has rich experience in mining and environmental work, the firm does not have much experience in land use planning, GIS expertise, and market analysis which is crucial to this project.

**Basis for Selection:**

The PRC committee recommends PSOMAS for the contract award because of the firm's unique qualifications to fulfill the requirements of the project.

Both, the consultant and their subconsultant have years of experience in their respected field, and demonstrated that during the interview presentation. They pointed out economic factors and the market for development in the region and how each market within the region differs in their emerging land and economic development. They were familiar with other similar studies, and aware of their potential pitfalls or omissions and of ways to look for or avoid them when putting together this study. PSOMAS and their subconsultant showed that they are equally knowledgeable of performing the GIS analysis and evaluating the economics, and how they will work in tandem.

PSOMAS has performed a number of projects in the region and is familiar with the area development, growth, economics, and geography. PSOMAS is well known within the region and has completed a number of projects in Riverside County. They have done numerous GIS and land use planning projects and gained rich first hand local experience, which is very important for the success of this project. They either have, or have access to, much of the data needed to perform the analysis for the study.